Dorney Park ~ SWOT Analysis

Your Challenge, Should You Accept It! Your team must author a SWOT analysis of Dorney Park and its position in the marketplace for the consumers’ limited entertainment dollar. Of course, every good business professional knows SWOT stands for…Strengths, Weaknesses, Opportunities and Threats.  
  
There is no right or wrong analysis, but in the eyes of our panel of experts there are “issues” that should be on everyone’s analysis. The only format requirement is your analysis must cover all four elements of SWOT. How glossy or basic is your team’s call. But beware, our panel is not easily impressed with glitz; we are looking for **substance**. The one requirement: on the index page list all the team members who contributed to the report; we like to give credit where due.

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|  | Positive | Negatives |
| Internal | **Strengths** | **Weaknesses** |
| External | **Opportunities** | **Threats** |